

SIGNAL OF WARNING IS VEXING PROBLEM

Secretary of State May Hopes for Revision of Present Regulations.

DANGER AT CROSSROADS

Loud Horns Disturb Quiet, Yet Safety Demands Them.

By MITCHELL MAY, Secretary of State.

The question of the motor horn, horn, siren and road clearer is one which is likely to vex both the motorists and the world for some time to come.

In the event of an accident, however, one of the first questions asked is: "Did you sound your horn?" And a negative reply may be considered always to prove an admission unfavorable to the driver.

As a number of motorists carry a musically toned instrument, sometimes alone and sometimes in addition to a raucous road clearer, others satisfy themselves with horns of a kind which are more easily distinguished.

The loud noise being thus necessary a direction in which improvement might be effected is that of making it more harmonious. The principle of the gramophone or the auxophone are already in use.

It is suggested that the horn be made of a material which would give a tone of a higher pitch than that of the present horn, and that the horn be made of a material which would give a tone of a higher pitch than that of the present horn.

APPROVES MEDIUM SIZE.

That Type of Car Is Best for All Round Work.

It is said that automobile touring is less popular than formerly. Physical and nervous strain from long rides, tire trouble and heavy expense are given as the reasons.

PREDICTS COLLEGE RACING.

Motor Contests for Intercollegiate Sport Is Coming, Says Boyle.

A poll of the various universities, it is said, shows the surprising figures of one motor car to every twenty-two students.

Contractors Want Dumping Trucks.

Success of the high grade motor truck in cutting hauling costs for contractors in the past year or two has been so striking as to affect seriously the ability of the contractor who does not use trucks to meet the figures of his more progressive competitor.

WISCONSIN LAWYER SPENDS ABOUT 10 CENTS MILE, ALL CHARGES ON HIS KISSEL-KAR.

The rare case of a car owner knowing exactly what his machine has cost him to run is that of Chauncey E. Blake, a lawyer of Madison, Wis., who makes an accurate return to the Kessel-Kar.

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ONE OF THE NEWEST ARRIVALS ON THE ROW



The new Cole Light Six is now being shown by the Colt-Stratton Company. The car has a new European type of high speed motor with small piston displacement.

GALVESTON BEACH MEET TO BE HELD THIS WEEK

Season's Only Beach Event Is to Have Four Days of Racing.

Galveston Beach, Tex., is to be the scene of the next automobile speed carnival, which commences July 30 and continues for four days on July 31, August 1 and 2. Yesterday Fred J. Wagner, who is to start the races, left Chicago for Galveston with Timmer F. E. Edwards and some of the drivers.

This annual Texas carnival has attracted wide attention throughout the Southwest during recent years, and it is expected that the attendance this season will break all records. The beach already has been tried by several of the drivers, and it is reported to be remarkably hard and fast.

Sixteen events have been carded for the four days, including three amateur events which are to be staged. Departing from the custom of former seasons, instead of a long distance racing run in which there will be three fifty mile, Class D, free for alls, for which the biggest prize of the meet will be offered.

MERCERS FOR ELGIN.

Wishart and Pullen Are to Guide Speedy Machines.

Two Mercer cars are to be entered in the Elgin, Ill., road race scheduled for Aug. 21 and 22. Spencer E. Wishart, the popular Mercer pilot spending his honeymoon in Europe, will return to this country in ample time to race one of the Mercers for the Elgin meet, and Edward Pullen, the driver of the winning Grand Prize Mercer, is now on his way back from the Pacific coast and will get the second car in shape.

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WINDOW DISPLAYS ASSIST.

Invaluable as Supplement to Newspaper Advertising.

"Windows are regarded as most valuable selling assets by every class of merchant," says Charles L. Speed, export window decorator of the Goodyear Tire and Rubber Company, who has been making window arrangements of Goodyear tires and accessories for car and tire dealers all over the country.

"Display alone is not sufficient. The merchandise must be fresh, clean and inviting, neatly arranged. And merchandise should be demonstrated in window displays to make it pull its hardest. Don't show merely the box if it is a window display of inner tubes or tire accessories. Show the contents clearly, and back of the contents place the box to show how the outfit comes packed."

KNOWS JUST WHAT HIS CAR COSTS HIM TO RUN

A Wisconsin Lawyer Spends About 10 Cents Mile, All Charges on His Kessel-Kar.

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BIG INCREASE IN CAR AND PARTS EXPORTS

Statistics Reveal a Gain of \$1,326,000 Over Figures of Last Year.

Marked increase in exports of American automobiles and parts is shown in figures for the eleven months compiled up to May 31, 1914, at the National Automobile Chamber of Commerce. For the eleven months of the fiscal year 1913-14, exports were \$1,226,000 greater than those of the corresponding period a year ago and \$5,829,000 ahead of two years ago.

The Government figures just issued show \$250 cars exported in May, worth \$2,844,625, 462 automobiles engines valued at \$256,065, tires worth \$28,726 and other parts and accessories valued at \$69,000, altogether making an aggregate of \$4,209,416 for the month. During the eleven months of the fiscal year 1913-14, exports of 27,914 cars, worth \$24,582,455, as compared with 23,132 cars, valued at \$23,281,782, in eleven months a year ago, showing an increase in both number and value.

In two years the value of automobile imports has fallen off more than \$1,000,000 in the eleven months period. While the apparent number of complete cars and chassis imported has fallen from 12,211 in 1911-12 to 278 in 1913-14, the imports of "parts" has nearly tripled—from \$283,756 to \$715,314, indicating that the United States Navy Flying School, coming in from Europe in 1913, is now down condition listed as parts.

ENLARGE OVERLAND PLANT.

More Than a Million Feet of Working Space to Be Added.

Extensive enlargements now in course of construction at the Willits-Overland Company, Toledo, will make that factory the largest in the world devoted exclusively to the manufacture of automobiles. The enlargements will add more than 1,000,000 feet of available working space to the enormous plant.

When completed the factory will consist of sixty-four buildings, containing an aggregate of more than sixty acres of floor space. It will be more than one-fourth again as large as any other motor car factory in the world. A greater amount of space has been rendered necessary to make room for the new Overland six cylinder car which will be ready for delivery to purchasers in the early fall, and by a further increase in production. Since the Toledo factory was purchased, in 1909, by John N. Willits, there has never been a time when less than \$500,000 worth of construction was in progress.

1915 LEXINGTON ARRIVES.

Completes Strenuous Trip From Factory in Good Condition.

After a strenuous road test a 1915 Lexington light six car has arrived at the salesrooms of Partridge, Clark & Kerrigan, 125 West 42d street, New York, in good condition. After having designed an exceptionally light and refined body and built a chassis of new design, Chief Engineer J. C. Moore of the Lexington-Howard Company, accompanied by A. A. Woodruff, sales manager, determined to give the car a most severe road test.

BRINGING OUT TRUCKS.

After a careful testing and arming of service on hundreds of heavy motor trucks in various parts of the country, the Goodyear Tire & Rubber Company announces their new S. V. tire. It is of the pressed-copper type, and is an entirely new design in the shape of intermediate bands, keys, side flanges, bolts, etc. The tire by itself is the whole thing. There is no left or right, inside or outside and it is a consistent press fit as applied in five or ten minutes. No special equipment is needed outside of the press and pressing rings. Once applied, the tire is there to stay and it is forgotten until it is worn out. There can be no creeping or wedge ring troubles.

AUTOMOBILE SECURITIES.

Table listing various automobile companies and their securities, including Alax-Grieb Rubber Co., Aluminum Castings, etc.

TRAFFIC IDEAS HELP TO MAKE TRUCKS PAY

Successful Delivery System Needs Close Study of Traffic Conditions.

Lack of knowledge of traffic conditions, combined with a lack of system in delivery service, will do much to increase the unprofitable overhead expense of mercantile concerns, according to John N. Willits, builder of the Garford and Willits-Utility trucks. Mr. Willits's organization has made an exhaustive study of traffic problems, both in this country and abroad, and he speaks with the certainty given by the information acquired through thorough and continuous investigation.

"It has often been stated that the motor truck is the final answer to all delivery problems," says Mr. Willits. "It has done much to solve the difficulty, that is true. The advantages of motor transportation for the merchant who conducts a successful delivery system must be a close student of traffic conditions in his territory. By a successful delivery system, I mean one that puts a balance on the profit side of the account that pays for itself in direct results."

"Many of the progressive business houses to-day employ traffic experts as heads of their delivery departments. Merchants have begun to realize that a competent manager for their delivery department is as necessary as a skilled head of any other important end of the business. The investments in delivery equipments and their maintenance run into such tremendous figures that when this money is not protected by careful, businesslike methods there is a heavy loss."

"I have seen merchants in our big cities using a light delivery wagon when that they really needed was a two ton truck, and vice versa. Yet the same merchants would consider it an insult if you told them that they were not careful managers. Nevertheless, if they had used such lax methods in running other branches of their business, they would never have attained success."

"One of the reasons why I have undertaken to build motor trucks from a three-quarter ton Willits-Utility to a six ton Garford is that I can be in a position to supply the entire range of demand for delivery vehicles. I do not want my salesmen to be handicapped by the knowledge that their goods are being carried from which, as traffic students, they may make recommendations to prospective purchasers."

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Leaving the factory at Connersville, Ind., a week ago they drove the car to Columbus, Cleveland, Pittsburgh, Buffalo and thence to New York. Numerous side trips were made to find steep hills and rough roads just for the sake of additional tests. As a rule tourists seek the best of roads; the Lexington passengers on the contrary tried to locate the worst, and they did. Despite the rough roads and the Catskill Mountains encountered, the car came through in splendid shape with little gasoline consumption.

The new car has a 3 1/2 x 5 inch Continental motor, 128 inch wheel base and all the latest equipment. Its greatest feature is the Moore multiple exhaust system, which gives the motor 22.8 per cent greater power and allows 35 per cent greater torque, which means economy and less carbon.

"The Lexington light six has a perfectly balanced chassis and all the power one desires," said Mr. Woodruff. "It will throttle down to three miles an hour on high and pick up to over sixty miles an hour in very short distances. We will begin deliveries September 15."

TWO NEW PACKARD MODELS.

Both Cars Are "Sixes" and Have Lighting Innovations.

Two new Packard models have just appeared on the market—the "3-35" and "4-48." These are sixes and in reality a later series of the previous model, the "2-38" and "4-48," which were so well received by the motoring public. The motor develops over 50 horse-power, the axle output. Among the changes in the exterior appearance of the car is lamp design. Each of the powerful electric headlights has an auxiliary reflector but is an integral part of the same lamp. These auxiliary headlights are designed for city driving or meeting cars on the road, but have the added advantage of being supported near the ground so as to throw the light on the road ahead.

With the addition of auxiliary head lights the side lights were reduced in size when the car is standing at the curb with for driving in cities where head lights of any kind are prohibited. Lights are governed by buttons on the control board which is located just beneath the steering wheel. In providing this complete system of lighting, the Packard company believes it has taken a step in the direction of heading off legislation by motorists. The tail light and the license illuminator have been replaced by a combination tail light and license tag light on the rear fender.

The motor is a conspicuous example of combined efficiency and economy in design. Both motors are of the L-head type with their six cylinders cast in blocks of three. The 3-35 motor has a bore of 4 inches and a stroke of 5 1/2 inches, giving an A. L. A. M. rating of 38 horse-power. The motor develops a maximum of over 50 horse-power. The 4-48 motor has a 4 1/2 inch bore and a 5 1/2 inch stroke, giving an A. L. A. M. rating of 48 horse-power. The motor develops over 50 horse-power as a maximum. Twenty body styles, both open and enclosed, are available for attaching to the Packard chassis.

OVERLAND BAND GETS NO PAY FOR PLAYING

So John N. Willits Gives Its Members a Vacation Trip Instead.

The fifty piece concert band which John N. Willits, president of the Willits-Overland Company of Toledo, Ohio, is sending on its second transcontinental vacation trip this month will travel approximately 6,000 miles in the twenty-one days it will be away from Toledo on the coming trip. The band will visit eighteen of the principal cities of the South, giving free concerts in the municipal parks. On the trip it will form the honorary escort for the Toledo, Detroit and Cleveland Rotary clubs, which organizations will attend the annual convention of the International Association of Rotary Clubs at Houston, Tex., the week of June 22.

All the members of the band are regularly employed in the Overland automobile plant and the vacation trip is given to the men as a reward for their services in furnishing music for various occasions on which Overland employees are entertained by the head of the business. While every man is an expert musician the band maintains a strictly amateur standing by refusing monetary compensation for playing.

MOTOR CAR NEEDS THE HORSE.

Why? To Provide Hair Stuffing for the Upholstery.

Instead of being a hurt to the motor car industry, the horse is an almost indispensable essential. A decoder in a spirit of fun might say that upholstery in motor cars is built up of horse hair and curled and matted horse hair from twenty-five to thirty horses. "Horse hair is used in varying amounts in all high grade motor cars," say officials of the Stearns company.

CYCLECAR NOTES.

The control of cyclecar racing, touring and other forms of contests is going to be settled soon, according to F. K. Parke, president of the Economy Cyclecar Company, manufacturer of the Economy Cyclecar. "The years to come must be a scientific development of the cyclecar business in competition," says Parke, "and in many other ways. The economy of the cyclecar is one feature which can be demonstrated by contests rightfully controlled and by performance, rightfully checked and certified, on the track. In the cyclecar field will promote such contests as will do the business the greatest amount of good."

1,800 SAXONS SHIPPED IN JUNE.

To ship 1,800 Saxons cars in a single month, an average of seventy cars a day of twenty-six working days—is no mean performance. That is the number shipped to all parts of the country during June and brought the total number of Saxons delivered in the past four months to 5,600. The biggest day produced a high mark of 102 cars, that number being the output on June 22.

The June output, which was in excess of the production schedule, showed an increase of close to 100 per cent over the record for May. It was necessary to turn down some orders, a number of dealers requesting double and triple their original allotment. One dealer in the East asked for a carload a day, while another in the West put in a bid for an entire trainload of cars during the month. Throughout the South and Middle West the demand was also unusually brisk. This showing by the Saxon Motor Company is unprecedented in the history of the automobile industry for any concern during its first year after starting production.

CHANDLER IS SOLD MONDEX.

W. R. Chandler has been appointed factory representative of the A. & J. Manufacturing Company of Binghamton, N. Y., makers of the Mondex shock preventers. Mr. Chandler will have the general supervision of the Mondex, which has undergone some radical changes in construction. Offices have been opened in New York City in the United States Rubber Building.

ANOTHER BUILDING FOR STEARNS.

Bids for a new factory building have been received by the F. B. Stearns Company, Cleveland, Ohio. Approximately 300,000 square feet of floor space will be available in the new structure, and President F. B. Stearns says that the Stearns-Knight outfit will be doubled. Ground will be broken in a short time.

FAMILY TRIP OF 5,300 MILES STARTED IN FORD

Californian Completes First Half of Jaunt—Camp En Route.

The first lap of a 5,300 mile trip in a Ford touring car was completed a few days ago by R. W. Gray, who accompanied by El Centro, Cal. Mr. Gray, accompanied by his wife and two children made the trip from the Coast in eighteen days actual running time.

"The only difficulty which we had en route," said Mr. Gray, "was in being hauled across rivers where bridges had been washed away. We were obliged to stay over in Roswell, N. M., and Plainview, Tex., on account of the rain. At South Canadian, Okla., where a bridge had disappeared, we loaded the car on a wagon and had it hauled across the river by four mules. Near Brawley, Cal., is the big sand stretch known as the Mammoth Wash. This is a bad spot for automobiles and most cars require assistance to get through—in fact, one individual makes a business and an excellent revenue hauling car across this stretch. This 'helping hand' followed us with profusion of all the premonitions of disaster, but the little Ford pulled through without a halt."

A complete camping outfit was carried and at the close of each day's run the car was unstrapped from the carrying place at the back of the car, the stove unslung from the running board, and the meal was soon cooking merrily. Good camping places were numerous, and but very few nights were spent under the cover of a conventional roof. The Ford touring car used had been run about 13,000 miles before the journey was started.

BIG BUSINESS TO STAY.

So Says Dealer Who Sees Bright Future for Motor Cars.

That big business in the automobile field has come to stay is the contention of Harry S. Houpt, the eastern distributor for this territory. "This applies to the distributor of the future as well as the manufacturer," says Mr. Houpt. "It is a condition forced upon the requirements of the industry and the requirements of motorists. Big business in both cases makes for economy and the saving in manufacturing and in distribution in future will go to the consumer."

"Big business is a boon for the automobile. It makes him exempt from extortionate prices and guarantees him a fair deal in the matter of service after the sale. The automobile business has seen many changes. The motor car itself has advanced steadily, but the method of handling it as a whole has stood still, and in a great many cases probably will until that most inexorable of all laws, 'the survival of the fittest' applies itself, and those who will last either as manufacturers or as distributors will have to be imbued with high ideals and a proper sense of their responsibility to the public."

Mr. Houpt has established quarters in Philadelphia in charge of R. D. Willard, which will be the headquarters for the eastern half of Pennsylvania, the southern half of Jersey, the eastern part of Maryland and the entire State of Delaware. His New York store will be the central distributing point for the southern half of New Jersey, the northern half of New Jersey, the eastern part of Connecticut, Long Island, Staten Island and Greater New York.

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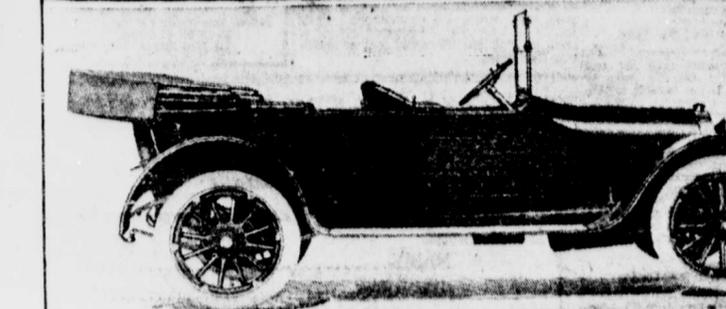
It seems to me that the point in favor of cyclecars is the all important question of upkeep," says E. A. Schuch, general manager of the Euclid Motor Car Company of New York, manufacturers of the Euclid Light car. "The upkeep and operating expenses of the cycle and light cars are so astonishingly low that they are creating a demand that will not be met for years to come. An important field for these little cars is as relief for the large touring cars, which are all too often driven but a few miles and then placed at the curb for hours with a consequent depreciation from exposure. As critics the days of beautiful horse drawn coaches, when business men used their little four wheeled carriage and single horse to drive to work, so with the days of motoring, when the large, handsome touring cars were used, the appearance of the cyclecar will be retained in the garage for special driving while the cycle and light car is used for business."

Early cyclecar buyers in both New York and New Jersey were Aero Club members and experienced aviators. H. H. Brown, the aviator, and William Houldin, broker, bought Imp cars at the New York show.

ANOTHER BUILDING FOR STEARNS.

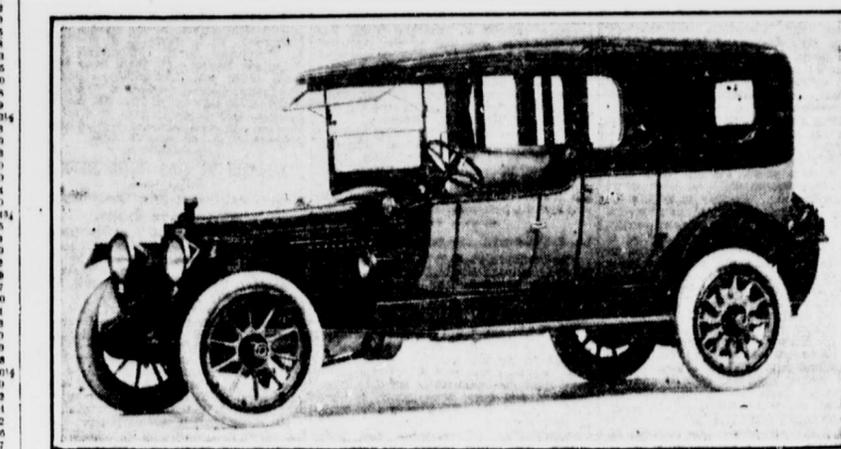
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NEW LINES ARE FOUND IN 1915 WESTCOTT.



The Westcott Thirty which is now being shown on Automobile Row has many new features for 1915 which are finding popular favor.

PACKARD LIMOUSINE HAS NOVEL FEATURES



Above is shown the Packard "3-38" standard touring chassis with limousine body attached. The car seats seven and is luxuriously fitted.